



**Ernest Wooden Jr.**

*President and CEO*

*Los Angeles Tourism and Convention Board*

Ernest (Ernie) Wooden, Jr., a long-time senior hospitality industry executive and Los Angeles-area resident since 1999, is the President and CEO of the Los Angeles Tourism & Convention Board (LA Tourism), the official marketing and sales organization for Los Angeles, one of the world's best-known destinations, welcoming more than 45.6 million visitors in 2015. Mr. Wooden has spent his entire career in the hospitality industry, including more than a decade in senior leadership positions in both global brand management and operations with Hilton Hotels Corporation. As Executive Vice President, Global Brand Management for Hilton, based in Beverly Hills, Calif., he led all worldwide branding initiatives for the well-known hotel corporation, working with 3,000 properties in 80 countries. His operations roles at Hilton included overseeing territories in Mexico, the Caribbean and across the U.S. In addition, Mr. Wooden has also worked with such top hospitality brands as Sheraton Hotels and Resorts, Omni Hotels & Resorts, Doubletree by Hilton and Promus Hotel Corporation. He also was the Chief Executive Officer of Creative Consulting, a hotel consulting practice providing hotel operation, valuation and brand selection and analysis services. Prior to forming the consulting practice, he was Executive Vice President and Senior Managing Director at Alagem Capital Group, a privately owned, diversified investment group which owns the Beverly Hilton Hotel, amongst other high-profile properties, where he was responsible for identifying and exploring potential international hospitality investments.